

The IRON FIREMAN



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Merry Christmas Everybody



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Engineer

The administrative staff and production organization joins in extending to each of you the season's best wishes. You have had, each, your part in making this past year mutually and abundantly fruitful. Each successive Christmas Season has found the members of our Iron Fireman Family more closely drawn together by a greater unity of interest and a more intimate acquaintance each with the other.

The IRON FIREMAN

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as a stimulant to sales and a
closer relationship between
the great Iron Fireman
Family

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Portland, Oregon



Goodwill

By C. J. PARKER

Christmas is a season of Goodwill. To many Goodwill is a term rather vague in its generalities but in business it is bought and sold at its market value; it has a very important place and has become a recognized business asset.

There is, however, a type of Goodwill which has never been given a place on the balance sheet. Nevertheless, it has a very real value and a most important place in any business organization. It is the personal interest of the individuals making up the organization; it is an internal Goodwill serving as the seed from which grows the marketable quality of Goodwill.

Personal interest is not of sporadic origin; it is a logical growth springing from a desire on the part of the individuals to reciprocate the organization's interest in them; it is a reflection and its momentum will carry it no farther than the object it reflects; it can not be installed; it must be created; it is born of hope and nurtured by Generosity.

Within the Iron Fireman organization the element of Personal Interest has developed to a pleasing extent and if the Company's interest in the welfare of each individual member will be reflected by that member's personal interest we are sure to enjoy even greater internal Goodwill with the more intimate acquaintance to be had, each with the other during the coming year.

Using Time Sales to Increase Volume

By S. M. ZINNER

At least one-half the number of your sales should be on a deferred payment basis. If they are not it simply means that you are not taking full advantage of your opportunities.

This is an age of long term credits. Almost everybody buys on a time basis today. In former years a salesman hesitated to propose time payments for fear that a prospect might think his financial standing was being reflected upon. Today just the contrary is the case. Long credits are the general practice and business men realize that they can make more money on their cash than the slight extra charge that is made for the financing service. Hence, they welcome the deferred payment privilege.

Your time payment plan should accomplish much more than merely converting time paper into cash. Properly used by your salesman it will increase the number of your sales, beyond anything you have anticipated.

It is necessary that salesmen be just as carefully instructed in the proper merchandising of time payments as they are in the Iron Fireman itself. They should be shown exactly how to propose time payments. They should be instructed to suggest that the Iron Fireman can be paid for monthly, out of the money saved by its use, early in their sales talk. If they do not do so early many prospects may immediately say "no," just because they do not feel that they can spare the ready cash. Thus your salesmen interests a great many of those upon whom he calls who would not otherwise evince any interest whatsoever.

In this way it often develops that a prospect who is interested by the suggestion of a "time plan" becomes a "cash buyer" because he wants to take advantage of the extra discount you offer for cash.

Keep in mind also that the offer of a time plan inspires your prospect's confidence. He knows you would not offer to sell him a commodity like the Iron Fireman on time, if you were not absolutely sure that it would fulfill every claim you make.

In future issues we will try to point out to you other important phases of time payment selling. If you have any suggestions or information that will be of interest to other Iron Fireman dealers, along this line, send it in.

Who, Indeed!

Wife—When you came in at 3 o'clock this morning you didn't know who I was, did you?

Hubby—No, who were you?

—Leatherneck.

The Worm Doth Keep Turning



Hard Work!

"Hard work means nothing to a hen, she just keeps on digging worms and laying eggs, regardless of what the business prognosticators say about the outlook for this or any other year.

If the ground is hard, she scratches harder; if it's dry, she digs deeper. If it's wet, she digs where it's dry; if she strikes a rock, she works around it.

she gives us a few more eggs, but always she digs up worms, and turns them into hard-shelled profits, as well as tender, profitable broilers. Did you ever see a pessimistic hen? Did you ever hear of one starving to death, waiting for worms to dig themselves to the surface?

Did you ever hear one cackle because work was hard? Not on your life. They save their breath for digging and their cackles for

"The Christmas Season"

By "CY" BURG



Just because this is the season of holly, mistletoe and shoppers' specials is no reason why you should slow down in your sales effort. No, fellows, there is no excuse for saying to yourself, "No chance to sell Iron Fireman during the Holidays." This is no time to chuck your brief case on the shelf, toast your shins over the radiator and sit around to prove to yourself and everybody else "That I told you so."

You should do just the opposite! Why? Because in December your prospects are in the buying mood—their purse strings are unfastened—and you know what that means! You know a man in a buying spirit can be sold anything much quicker than when he is trying to conserve—when his money is locked up.

Don't go around with a gloomy, "it can't be done" expression on your face. Have an air of Holiday spirit about you—you know what I mean—not the liquid kind—but a happy, cheerful, progressively successful attitude. Radiate the "giving" spirit of the season. Make your prospect see you as "giving" something worth while by "giving" him an opportunity to buy an Iron Fireman, and he will feel a lot more like "giving" you the order. Try it out. I'll bet it will pay you bigger dividends than toasting your shins and bemoaning the Xmas Season.

Go right to the boss with your proposition, right through the front door. For Goodness Sakes, don't try to sell Iron Fireman by going down the alleys and in through the back door. If you do you are wasting time and getting nowhere. In very, very few cases does the engineer or superintendent have the power to buy a piece of equipment like the Iron Fireman. You shouldn't expect them to go up to the big boss and act as your salesman in presenting the proposition to him. You know very well he is no salesman and he will very likely fall down on the job. He will meekly put the proposition to the boss, and then quickly back out of the private office when the usual "roar" comes.

You should outline the whole thing to the boss yourself, in a real connected way, step by step, and when the "roar" comes or when he says "No!" like some of them do, the last thing you want to do is lay down, quit and walk out. That is when a "GOOD" salesman proves that he is "GOOD."

So pick out a few of your best prospects, fellows, and lay your plans as to how you are going to put in the finishing licks then get them to "give" you their order—in December.

Many seeming obstacles are not obstacles at all if you look at them from the right perspective and that certainly applies to the Xmas Season.

Old Saint Nick is no alibi for hard working salesmen. They work hand in hand. He will actually be a help to you if you will only try, and I know you will.

Two little boys were astride a none-too-large hobby horse.

Things eventually came to the point where one little rider said to the other:

"If one of us would get off I could ride better."—Christian Science Monitor.

Fanning Prospects Into SALES

Each month some "Don't" and Selling pointers will appear in this column. Watch for them, take heed and profit accordingly.

Don't be ashamed of what you are selling. Approach your prospect with an air of offering him something he really needs. And always remember he will Thank you for making him buy it, after he finds out what it will do for him in his plant.

Don't call on prospect until you know what you are going to say and do.

Don't sell the machine. Sell the results. Results are What count.

Don't forget to "Ask 'em to buy." When the time is ripe. They will never tell you they are ready to buy.

Service

By J. H. WALTER

In making your preliminary estimates for the stoker, please be positive as to the grate area of the boiler under consideration. Then a careful reference to your dead plate diagrams will readily disclose the proper size dead plates to order with said stoker.

These dead plate diagrams are made as simple as possible, and give the outside dimensions, length and breadth of the plates shown as they will nest together with each other and the tuyeres. In providing the side and end wall foundation for these dead plates, it is only necessary and best to have but an inch and three-quarters to two inches bearing of the plate.

Lay the dead plates level and imbed them on this ledge in plastic to make same air tight. Also see that the hook on the plates nest well and evenly in the hooks of the tuyeres. Do not attempt to necessarily use all the tuyere fillets. In other words, do not make your tuyeres too tight but allow for a little expansion.

You will want the hot gases of the fuel you burn to be as effective as possible on as much of the boiler surface as possible. Let us,



Says Alibi-Ike:

"EFFICIENCY is measured in deeds, not in reasons why deeds are not performed."

Ostriches don't use alibis—They stick their heads in the sand.

The Iron Fireman Family

The family circle of the Iron Fireman reaches to the four corners of the North American Continent. Over eight hundred individuals are listed in our "family album" and each day brings its new members. Included in our family are the organizations of the factory, dealers and sub-dealers actively engaged in the production, distribution and service of the Iron Fireman.

Executives East

Our President, C. J. Parker and Vice-President, T. H. Banfield left for Eastern points November the 26th. Most of you have already had a visit from "Cy" Burg, our General Sales Manager, who left here November 16th for a swing through the Atlantic and Eastern States. They will all be back here again around the third week in December.

A new clerk, dictating, was in doubt as to the use of a certain phrase, so he said to the stenographer: "Do you retire a loan?" And the wistful-eyed one interrupted rather sleepily:

"No, I sleep with mama."—*Velma Times*.

Just before mailing this issue we have received word of the airplane accident which has taken from us our well loved friend and president, Mr. C. J. Parker. Those of us who have known his kindly and lovable qualities will more deeply appreciate the spirit of good will expressed in his message, which was given us before his departure East. It is fitting that his last message to us should be one of good will and hope, the two qualities which have drawn to him the love and confidence of all with whom he came in contact.

(Signed) R. E. GUNN,
Editor.

Original copy of this letter on file in this office.

"I never expect to do this again. A lot of Iron Fireman is O. K. It's what we dealers need."





A well chosen Christmas card addressed to each Iron Fireman owner in your territory will serve to cement the Goodwill which always exists between the Iron Fireman dealer and the Iron Fireman owners.

A CLOSED HAND NEVER RECEIVES.

Several dealers have written in to suggest the use of "Installed" signs on buildings where an Iron Fireman is being installed. This is a good idea and will, perhaps, be best suited to buildings under construction. A neatly painted sign on wood or metal would get a place where the common cardboard sign would not and, too, one or two such signs would serve the requirements for they could be used time and again on different jobs.

Ike: Does your father pay much for coal?

Mike: No, we live across the alley from the power plant and I yell names at the firemen.—*The Firebox.*

News Items

From New York

By R. C. PARKER

Twenty-two service men and three electricians are kept working day and night, and the new service station at 204 East 33rd Street is a very busy place indeed. Frank L. Burns, a large coal dealer in New York is advertising "Iron Fireman Coal" at \$1.50 a ton less than coal used for hand-firing. Mr. Crewe, the New York manager, is enthusiastic over the possibilities for the future. Inquiry about the Iron Fireman has come from faraway Greenport which is near Ruth Elder's hopping-off place.

The feeling in the New York organization is so keen that its members are vacating apartments not warmed by an Iron Fireman; and the writer, a more rabid Manhattanite than any native, has moved out to Jamaica, so that he may enjoy the steady flow of hot water and perfect heating which can only be assured where an Iron Fireman is in operation.

Prize Contest

A very interesting letter comes from Bruce Sutherland, district representative, Toronto. He has offered \$100 first prize, \$60 second prize and \$40 third prize for the dealers in his territory turning in the highest percent ages of sales against their quotas for the remaining two months of this year. One hundred dollars extra for Christmas shopping won't go so bad, will it?

Displays Talk

The Optenberg Iron Works, Iron Fireman dealers in Sheboygan, Wis., had a very attractive display in the Radio Show recently held in the new Eagles Auditorium. A Junior Stoker was installed in a furnace and operated right on the floor. Reports are that this display attracted the largest crowd of any of the displays. Mr. Finke is highly elated with the attention his display received and feels confident he will reap a rich harvest from interest created. To make this display he wired Cleveland factory office to ship a Junior via express.

The Automatic Coal Stoker Company, Iron Fireman distributors in Portland, Oregon, created a lot of favorable comment with their display at the International Stock Show. They had several stokers installed and burning in different types of furnaces to show different methods of installation. The evening we attended the show the Iron Fireman display appeared to be the center of interest.

Mr. Edlefsen, Secretary-Treasurer, was more than optimistic with actual sales results and handed us quite a few inquiries coming from visitors as far East as Connecticut.

Repeat • Plus

A repeat order is indisputable evidence of satisfaction on the part of the buyer. According to word just received from R. O. Williams, President, Iron Fireman Coal Stoker Company, Minneapolis, they can justly claim their service satisfies. He writes us as follows:

"In the last four months we have received seven repeat orders covering nine stokers as follows:

"Siebrecht, Florist, Aberdeen, S. D., had two 5A's and ordered one more 5A.

"Anderson and Nelson, Minneapolis, had a No. 4 and ordered one No. 4 and one No. 3 for apartment houses here.

"H. L. Roberts, Inc., St. Paul, had one No. 3 and gave us order for another No. 3.

"Albert Lea School Board, after installing two No. 5's in the High School, ordered a No. 4 for the grade school building.

"Rochester Dairy Company, Rochester, Minn., after installing a 5A and operating it fifteen days, placed an order with us for another 5A to equip the second boiler.

"Bachman Bros. greenhouse, having operated two No. 4A's last season, placed an order with us yesterday for the third No. 4A to be installed in the third boiler.

"On October 18th we installed one No. 3 Iron Fireman in R. Brownson & Company's heating plant in their factory at Hastings, Minn. November 7th our Mr. Magee called on R. Brownson & Company, who are father and two sons. They were well enough pleased with the No. 3 stokers that they gave him orders for three Juniors, one each for the father and two sons for their residences. One was to be shipped at once, the other two to be delivered by December 15th if the first one worked satisfactorily.

"The first one was installed November 9th and the morning of the 12th we were requested by long distance to get the other two Juniors to them on or before November 30th, as the one installed was working so nicely they were anxious to get the other two right away."



The First Step in the Making of an Iron Fireman

By H. C. CARTER

The making of an Iron Fireman begins at the Foundry, but contrary to the belief of some people who associate an automatic stoker with an ordinary furnace, it does not end there. The Foundry is only the first step in a long series of operations which will be explained step by step in later articles.

The best grade of gray iron is used in all of our iron castings, except those which require iron with a special analysis such as the worm gears. For this part an iron containing a high percentage of nickel is used, giving it long wearing qualities.

Special alloys are used for most of the steel castings. The feed worm is made from alloys which give it a high resistance to heat. Some of the cast steel gears which must carry heavy loads as well as resist wear, contain a high percentage of chromium and nickel. After the proper heat treatment these alloys give strength to a steel casting, which until recent years was unknown, as this is a late development in metallurgy.

Following good foundry practice, moulding machines are used wherever practicable, and with production increasing as it has in the past, more machines will be added, until in a short time all castings will be moulded on machines. These machines not only give volume output, but also insure uniform castings, which help to make all our parts interchangeable.

The core room is an especially interesting department to the entire Iron Fireman Organization, for it is here that we have an Iron Fireman helping to give its brothers a good start. The core oven is automatically heated at an even temperature produced and controlled by an Iron Fireman functioning in a new capacity.